

# CLAIMS

1. Compositions yielding a maximum fragrance burst of one or more of the fragrance components of at least 20%, relative to an undiluted product, wherein said composition is defined by perfume burst index PBI:

$$\text{PBI} = \frac{\phi - 1.4/\text{CMC}}{K}$$

wherein  $\phi$  = oil/water partition coefficient of a selected perfume or perfume components in a mixture;

CMC = critical micellization concentration (wt./wt.) of selected surfactant system or mixture of surfactant system in diluent or continuous phase;

K = volatility constant of selected perfume from said continuous phase or diluent (atmospheres);

wherein said perfume or at least one component of said perfume mixture and wherein said surfactant system or said mixture of surfactant systems are selected such that variables are calculated to provide a PBI that is greater than about 3.

2. A composition according to claim 1, wherein said perfume is a type 2 perfume selected to have an oil/water partition coefficient greater than about 500 and volatility constant of less than about 20.

3. A composition according to claim 2, wherein said perfume is selected from the group consisting of allyl cyclohexane propionate, ambrettolide, Ambrox DL (dodecahydro-3a,6,6,9a-tetramethyl-naphtho[2,1-b]furan), amyl benzoate, amyl cinnamate, amyl cinnamic aldehyde, amyl salicylate, anethol, aurantiol, benzophenone, benzyl butyrate, benzyl iso-valerate, benzyl salicylate, cadinene, campylcyclohexal, cedrol, cedryl acetate, cinnamyl cinnamate, citronellyl acetate, citronellyl isobutyrate, citronellyl propionate, cuminic aldehyde, cyclohexylsalicylate, cyclamen aldehyde, cyclomyral, dihydro isojamonnate, diphenyl methane, diphenyl oxide, dodecanal, dodecalactone, ethylene brassylate, ethylmethyl phenylglycidate, ethyl undecylenate, exaltolide, Galoxilide™ (1,3,4,6,7,8-hexhydro,4,6,6,7,8,8-hexamethyl-cyclopenta-γ-2-benzopyran), geranyl acetate, geranyl isobutyrate, hexadecanolide, hexenyl salicylate, hexyl cinnamic aldehyde, hexyl salicylate, α-ionone, β-ionone, γ-ionone, α-irone, isobutyl benzoate, isobutyl quinoline, Iso E Super™ (7-acetyl,1,2,3,4,5,6,7,8-octahydro,1,1,6,7-tetramethyl naphthalene), cis-jasmone, lilial, linalyl benzoate, 20 methoxy naphthalene, methyl cinnamate, methyl eugenol, γ-methylionone, methyl linolate, methyl linolenate, musk indanone, musk ketone, musk tibetine, myristicin, neryl acetate, δ-nonalactone, γ-nonalactone, patchouli alcohol, phantolide, phenylethyl benzoate, phenylethylphenylacetate, phenyl heptanol, phenyl hexanol, α-santalol, thibetolide, tonalid, δ-undecalactone, γ-undecalactone, vertenex, vetiveryl acetate, yara-yara, ylangene, and mixtures thereof.

4. A composition according to claim 1, wherein said perfume is a type 3 perfume selected to have a partition coefficient of greater than about 500 and volatility constant of about 20 to about 1000.

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5. A composition according to claim 4, wherein said perfume is selected from the group consisting of allo-ocimene, allyl caproate, allyl heptoate, anisole, camphene, carvacrol, carvone, citral, citronellal, citronellol, citronellyl nitrile, coumarin, cyclohexyl ethylacetate, p-cymene, decanal, dihydromyrcenol, dihydromyrcenyl acetate, dimethyl octanol, ethyllinalool, ethylhexyl ketone, eucalyptol, fenchyl acetate, geraniol, gernyl formate, hexenyl isobutyrate, hexyl acetate, hexyl neopentanoate, heptanal, isobornyl acetate, isoeugenol, isomenthone, isononyl acetate, isononyl alcohol, isomenthol, isopulegol, limonene, linalool, linalyl acetate, menthyl acetate, methyl chavicol, methyl octyl acetaldehyde, myrcene, naphthalene, nerol, neral, nonanal, 2-nonanone, nonyl acetate, octanol, octanal,  $\alpha$ -pinene,  $\beta$ -pinene, rose oxide,  $\alpha$ -terpinene,  $\gamma$ -terpinene,  $\alpha$ -terpinenol, terpinolene, terpinyl acetate, tetrahydrolinalool, tetrahydromyrcenol, undecenal, veratrol, verdox, and mixtures thereof.

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6. A composition yielding maximum fragrance burst of at least 25%.

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7. A composition according to claim 1, wherein said surfactant or mixture of surfactant system has CMC greater than about .0001 wt. to wt.

8. A composition according to claim 1, wherein surfactant systems contain surfactants selected from the group consisting of sodium lauryl ether sulfate, sodium laurate, potassium laurate, sodium oleate, potassium oleate, triethanolamine laurate, alkylpolyglucosides, sodium lauryl sulfate, caprylamidopropyl betaine, sodiumcocoylisethionate and mixtures thereof.
9. A composition according to claim 8, wherein said surfactant systems or surfactant system mixtures include CMC modifying ingredients selected from the group consisting of urea; glycerine; C1-C12 straight-chained or branched alcohols or diols; water soluble polymers selected from polyvinylpyrrolidone, polyvinylalcohol, polyethyleneglycol, polypropyleneglycol; multivalent electrolytes selected from magnesium, calcium and aluminum salts; sugars selected from dextrose, glucose, maltose, galactose, sucrose and mixtures thereof.